

ABSTRACT

A liquid crystal display apparatus includes at least one polarization plate, a phase difference plate, 5 a pair of oppositely disposed substrates at least one of which is a transparent substrate, a liquid crystal disposed between said pair of substrates, and means for applying a voltage to said liquid crystal so that a retardation of said liquid crystal is modulated 10 depending on the voltage applied to said liquid crystal. The liquid crystal is placed in a first alignment state which is determined by said pair of substrates when the voltage is not applied thereto. The phase difference plate has a retardation so that 15 light passing through said liquid crystal, said phase difference plate, and said polarization plate assumes chromatic color when the voltage is not applied to said liquid crystal. The liquid crystal is placed in a second alignment state in which said liquid crystal is 20 aligned obliquely compared with the first alignment state so that the retardation of said liquid crystal cancels the retardation of said phase difference plate when the voltage is applied to said liquid crystal.